

### IN THE CLAIMS:

Please amend claim 10 and add new claim 17, such that the claims read as follows.

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1. (Original) A portable sign system for temporary site location, comprising:  
  
a plurality of frame assemblies, each said frame assembly including a vertical support post, said post having a free end being adapted for temporary securement at said site;  
  
a flexible banner displaying predetermined indicia thereon for viewing when said sign is erected, said banner having upper and lower outer edges and being locatable on one side of said frame assemblies for securement thereto;  
  
a plurality of elongated flexible elements, each said element being secured to said upper edge of said banner and being passable over a portion of a frame assembly and moveable relative thereto for opening said banner and securing same to said frame assembly.
2. (Original) A portable sign system for temporary site location as in claim 1, further comprising means for securing said frame assemblies to a support surface at said site.
3. (Original) A portable sign system for temporary site location as in claim 1, wherein said vertical support posts comprise a plurality of sections.
4. (Original) A portable sign system for temporary site location as in claim 1, wherein said banner is a polymeric film
5. (Original) A portable sign system for temporary site location as in claim 1, wherein said banner is a fabric.
6. (Original) A portable sign system for temporary site location as in claim 1, further comprising base pads for receipt of said free ends of said vertical support posts.

7. (Original) A portable sign system for temporary site location as in claim 6, further comprising weighted elements upon said base pad for securing said base pad to said site.

8. (Original) A portable sign system for temporary site location as in claim 6, further comprising means for securing said base pad to said site.

9. (Original) A portable sign system for temporary site location, comprising:

a plurality of spaced apart, generally parallel vertical support posts, said vertical support posts having a top end and a bottom end, said bottom end being removably locatable at said support surface for erection of said sign, each said vertical support post having one or more rearward support strut and one or more lateral brace, one end of each said rearward support strut and said lateral brace being securable to said vertical support post at a location along the length of said vertical support post and an opposite end of said rearward support strut and said lateral brace being removably locatable at said support surface to allow lateral support for said vertical support post;

a flexible banner, displaying predetermined indicia, being locatable in front of at least certain of said vertical support posts, said banner having peripheral edges;

a plurality of elongated flexible elements, each flexible element having one end secured to an upper peripheral edge of said banner, each flexible element passing around a said top end of a said vertical support post and being movable relative thereto for holding said banner with respect to said support members to permit viewing of the indicia thereon;

means for securing said frame assemblies to a support surface at said site.

10. (Currently Amended) A portable sign for temporary site location, comprising:

a plurality of frame assemblies, each said frame assembly including a plurality of spaced apart, generally parallel vertical support posts, said vertical support posts having a top end and a bottom end, said bottom end being removably locatable at said a support surface for erection of said sign, each said vertical support post having one or more rearward support strut and one or more lateral brace, one end of each said rearward support strut and said lateral brace being securable to said vertical support post at a location along the length of said vertical support post and an opposite end of said rearward support strut and said lateral brace being removably locatable at said a support surface to allow lateral support for said vertical support post;

a flexible banner, displaying predetermined indicia, being locatable in front of at least certain of said vertical support posts, said banner having outer peripheral edges;

means to secure a bottom peripheral edge of said banner to at least certain of said vertical support posts;

a member attached to the a top peripheral edge of said banner;

a winding drum being attached to at least certain of said vertical support posts;

a pulley wheel attached to the said top end of at least certain of said vertical ~~members~~ support posts;

a plurality of elongated flexible elements, each said flexible element being secured at one end to said member and being passable over one of said pulley wheels on one of said vertical posts, and being secured at the opposite end to said winding drum for winding thereupon;

means for securing said frame assemblies to a support surface at said site.

11. (Original) A portable sign system for temporary site location as in claim 9 or 10, wherein said vertical posts, said support struts, and said lateral braces comprise a plurality of sections.

12. (Original) A portable sign system for temporary site location as in claim 9 or 10, wherein said banner is a polymeric film

13. (Original) A portable sign system for temporary site location as in claim 9 or 10, wherein said banner is a fabric.

14. (Original) A portable sign system for temporary site location as in claim 9 or 10, further comprising base pads for receipt of said bottom end of said vertical support post and base pads for receipt of said opposite end of said rearward support strut and said opposite end of said of said lateral brace.

15. (Original) A portable sign system for temporary site location as in claim 14, further comprising means for securing said base pads to said site.

16. (Original) A portable sign system for temporary site location as in claim 14, further comprising weighted elements for securing said base pads to site.

17. (New) A portable sign system for temporary site location, comprising:

a plurality of frame assemblies, each said frame assembly including a support post, said post having a top end and an opposed free end, said free end being adapted for temporary securement at said site;

a flexible banner for viewing when said sign is erected, said banner having upper and lower outer edges and being locatable on one side of said frame assemblies;

an elongated flexible element, said element having a banner end and a free end, said banner end being secured to said upper edge of said banner;

AI a windup assembly for collection of said free end of said elongated flexible element for opening said banner upon said frame assemblies and for securing said banner to said frame assemblies.

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